

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

280-39
H982

9.7.11

SERVICE

USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

January 1964

No. 3

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer, rather than for mass distribution. For more information about items appearing in this publication, write to the Editor, SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

NEW PRODUCTS

Cotton and Wool With USDA-Developed Finishes Proving Successful. The Washington, D.C., fire department ordered 1,200 pairs of flame-resistant cotton trousers for its firefighters and has expressed satisfaction with costs of the same fabric it bought about two years ago. The flame-resistant finish given to this fabric is based on a treatment developed by USDA. Also, a Washington, D.C., laboratory reported that a garment of Wurlanized wool withstood 15 home-type launderings better than any shrinkproofed wool garment tested, and that it had superior seam and zipper stability. Wurlanized wool is also a USDA-developed product. It is patented by the Secretary of Agriculture, and the process is available to the public. The name is derived from the Western Utilization Research Laboratory, one of four such Agricultural Research Service laboratories working to find new uses for farm products.

Wood Paneling Simulates Brickwork. USDA has designed a wood wall paneling that looks like bricks. The new product can be used for home or office walls or for cabinet fronts, planters, doors, room dividers, backs of built-in bookcases, and around fireplaces. It is tongue-and-grooved, like strip flooring, and can be quickly nailed over existing wall surfaces or directly to studding. Many effects are possible by using different woods and finishes. Also, unique effects can be created by changing the pattern of installation or by varying the size of the simulated bricks. For more information, write to Central States Forest Experiment Station, 111 Old Federal Bldg., Columbus, Ohio 43215.



U.S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
APR 15 1964
C & R-PREP

FOOD

Ten Percent of Food Discarded. From 7 to 10 percent of the calories in household food supplies are thrown away, fed to animals or used for nonfood purposes, according to a survey conducted by USDA food economists in cooperation with three State Experiment Stations. The data, from two urban areas and one farm community, indicate that the discarded food amounts to about 200 calories per person per day. The information will make possible more accurate measurement of U.S. food consumption.

Vitamin-Mineral Pills for Elderly. Older people who take vitamin and mineral pills often don't need to. Or, just as often, they don't get the proper supplements when they do. A survey made in Rochester, N.Y., by the U.S. Department of Agriculture shows a third of the 283 households with elderly people used vitamin and mineral pills. Of these, 48 persons already had good diets--and the supplements probably weren't necessary. The other 56 could have benefited from a supplement, but 44 of them got none or only some of the vitamins and minerals they needed in the pills they took. Only 12 properly supplemented their diets.

Business Lunches. Do businessmen really eat better? Business and professional men in their 50's who have a good education and enough money to buy a good diet--don't necessarily pick one. They'd benefit from nutrition guidance, too, says a USDA nutritionist. In a recent study of a small number of men in one midwest city, only half the men chose food that provided 100 percent of allowances for calcium, thiamine, and riboflavin. About three-quarters reached this high level for ascorbic acid. A fifth of the men's diets met allowances fully in all eight nutrients studied. Says the nutritionist, these men need to eat more foods rich in calcium, ascorbic acid, and riboflavin.

Plentiful Foods for February. Here's a list of foods you'll find abundant in local markets during February: Broiler-fryers, pecans, beef, pork, canned corn, potatoes, and canned ripe olives.

Sunny Side Up. Have you ever noticed that the eggs you buy these days have fewer blood spots than those of a few years ago? The better quality of the eggs you take home from the store is due in great part to the work of USDA's marketing researchers. They developed an electronic detector of blood spots inside eggs, 90 percent more accurate than the human candling widely employed not too long ago. The instrument not only has a better record of spotting and rejecting eggs with blood spots, but also speeds up the handling job.

USDA Served Consumers in Many Ways in 1963. USDA's direct services help consumers with their shopping, meal planning, gardening, household activities from painting woodwork to fighting insects, housing, water supply, electric and telephone service, outdoor recreation, health, and in getting foods to school children as well as to eligible adults who cannot afford to buy an adequate diet. For details, write: Editor, SERVICE, Office of Information, USDA; Washington, D.C. 20250; ask for press release 4395-63.

HOUSING

Rural Housing Mostly Nonfarm. About a million and a half rural homes are so badly dilapidated they need replacing; three and one-half million others need major repairs. Most of these homes are now inhabited by families who either don't farm or farm on a small-scale and part-time basis only. In 1963, USDA loaned \$122 million to 13,000 farmers and rural residents to build or repair houses and essential farm buildings. About 70 percent of these were rural nonfarm residents. People living in rural areas or in towns under 2,500 population, who cannot obtain conventional financing, are eligible to apply to local offices of USDA's Farmers Home Administration.

Senior Citizen Housing. USDA also makes direct and insured loans for senior citizens' housing in rural areas. These include loans to people over 62 to build, repair or buy housing for themselves; direct loans to nonprofit associations to build rental housing for senior citizens; and insured loans to businesses, builders, and others for the same purpose. The Department loaned or insured six million dollars for senior citizens' housing in 1963. For details on rural housing loans, write: Farmers Home Administration, USDA, Washington, D.C. 20250.

Plans for Three-bedroom House. If you've been looking for plans for a home with plenty of room, a three-bedroom house designed by the U.S. Department of Agriculture may meet your needs. Plan No. 7141--M914, for masonry, slab-on-grade construction, was developed especially as a farmhouse but may be adapted to many areas. The plan features ample storage space, a den or office, two baths, three bedrooms, a laundry center, utility room, living room with fireplace and a family and dining area. The laundry center is located next to the sleeping area; three nearby closets offer convenient storage. The family and dining area is arranged so the homemaker can easily supervise all activities while doing usual household tasks. A descriptive leaflet of Plan No. 7141--M914 is available free of charge from: Office of Information, USDA, Washington, D.C. 20250. Complete working drawings may be obtained through the county agricultural agent, or at most State Agricultural colleges. There is usually a small charge.

NEW PUBLICATIONS

Smart Shopper's Guide for Men's Suits. A man's suit cuts a sizeable chunk out of a family's paycheck, yet much that affects the wearing quality, appearance, and fit is hidden. A newly revised USDA booklet is a real help to consumers, teachers, and organizations planning programs to help consumers take the guesswork out of buying. It's packed with easy-to-understand facts about labeling, how to judge the fit, what kinds of suiting fabrics are best for different kinds of wear, washability, how suits of different grades are made, and how materials and workmanship affect values. Lots of photos, too. Single copies of Men's Suits--How to Judge Quality G-54 are available from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Yearbook Cites Rural-Urban Ties. At a time when many important differences between city and country are disappearing from the American scene, rural and city residents are finding more interests in common. A Place To Live, 1963 Yearbook of Agriculture, examines this changing scene in the light of urbanization and industrialization in the United States and relates it to living habits of all Americans. The 79 chapters range from agriculture in the national economy to community leadership, from garden clubs to part-time farms, from conservation in the suburbs to farming on the urban fringe, from rural housing to finances in communities, and from planning and zoning to multiple uses of forests and other resources. Written in nontechnical, informative style, A Place To Live contains 608 pages contributed by 92 men and women, among them State and Federal officials, college professors, garden club leaders, planning officials, sociologists, and economists. A Place To Live is available for \$3 from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Conservation Benefits Sportsmen. Nationwide efforts by farmers to provide more game and fish for hunters and anglers are described in an illustrated folder, The Sportsman's Stake in Agriculture Conservation. In a single year conservation-minded farmers have used Agricultural Conservation Program practices to establish 41,000 farm ponds and to provide or improve wildlife covers on 15 million acres of farmland. Copies of The Sportsman's Stake in Agricultural Conservation--PA603 are available from Information Division, ASCS, U.S. Department of Agriculture, Washington, D.C. 20250.

PESTICIDE SAFETY

Help Folks Use Pesticides Properly. The U.S. Department of Agriculture has just completed a 31-frame color slide and film strip series about pesticide safety for showing at group meetings. With cartoons, it points out the "why" of reading labels, identifying pests, and gives rules to protect children. Check with your local county agricultural agent about borrowing. Or, the mounted slides with script may be purchased from: Photo Lab, Inc., 3825 Georgia Ave., N.W., Washington, D.C. 20011. The price is \$6.55. (Use in any standard 35 mm slide projector.) The single frame filmstrip is \$5. A pamphlet, Safe Use of Pesticides--PA-589, is available from county extension offices.

PROGRAM AID

Movies for You. In its catalog of 16 mm sound films, the U.S. Department of Agriculture offers 300 titles on 60 subjects, most in color, but some in black and white. Films range from one minute to one hour. Many, like AGRICULTURE USA, give a panoramic view of agriculture on the march; others--such as THE THREE SQUARES (history of canned food), IT'S CARVING TIME (New ways to carve turkey), and TARGET ZERO (frozen food research) are more specific. Films are loaned to service organizations, community groups, business and women's clubs, colleges, schools, girl and boy scouts, churches, and other groups. For a free catalog and list of 69 lending libraries, write to Motion Picture Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.